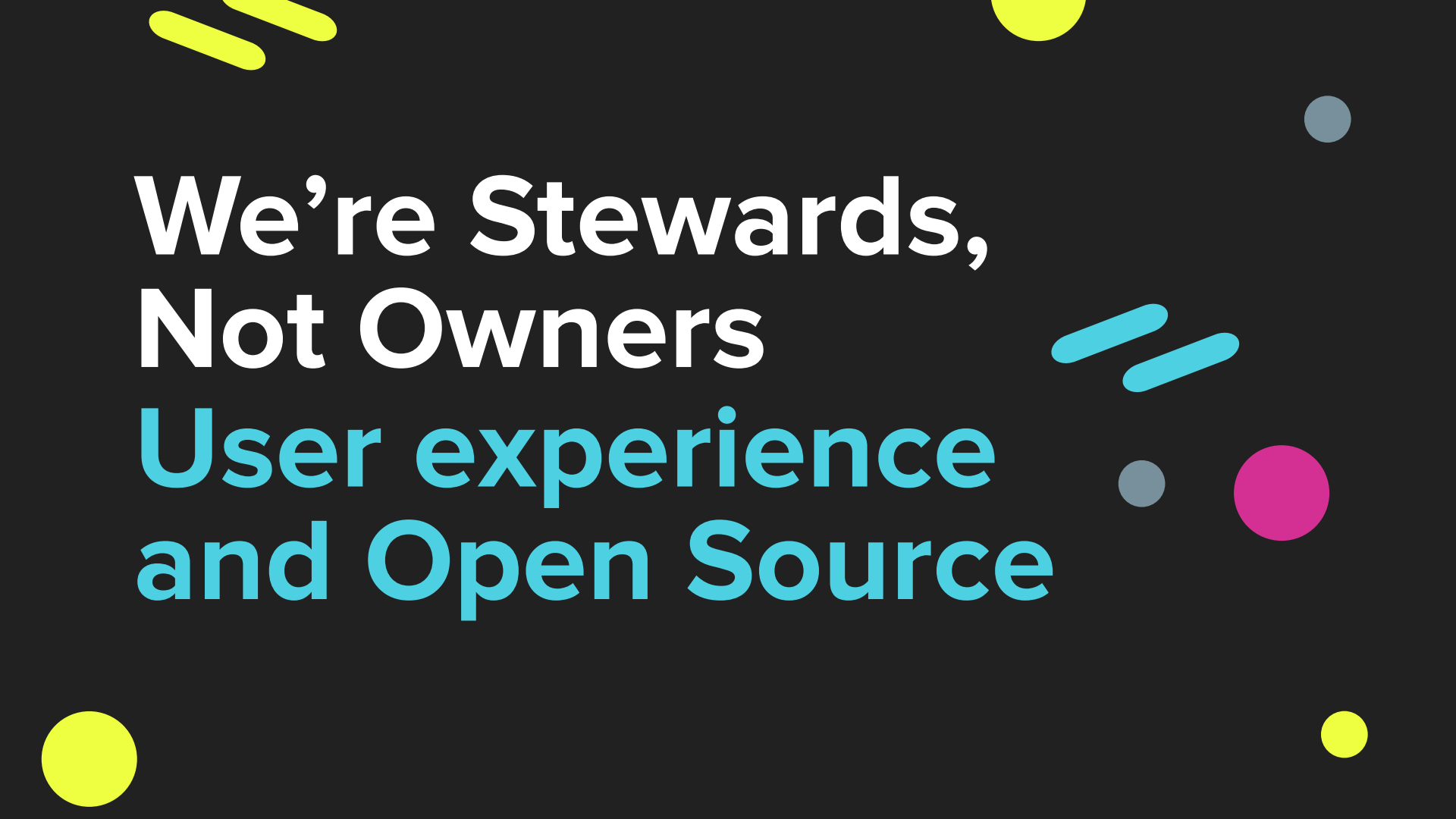# A little icebreaker...
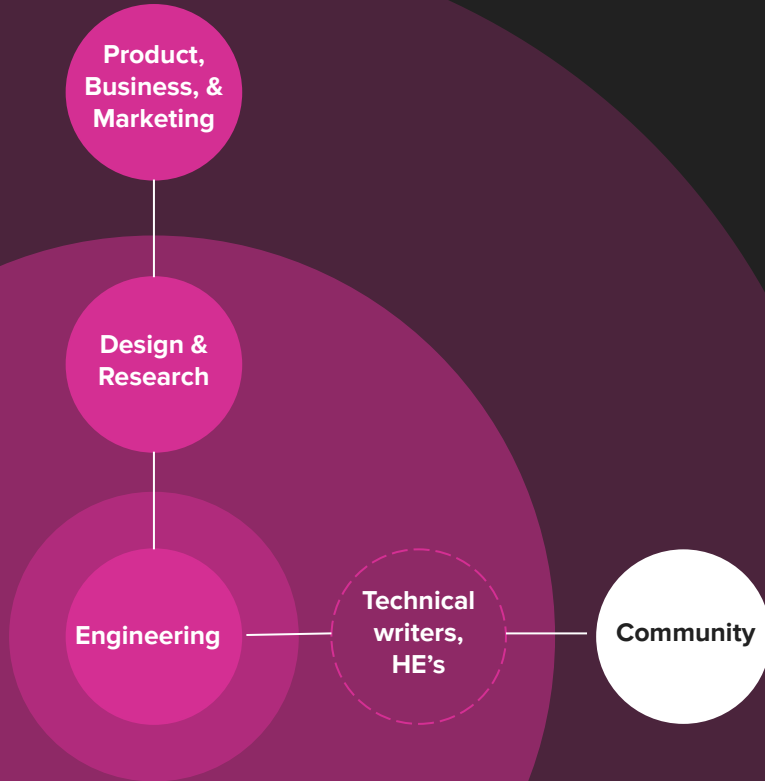# What's your favorite moment of the Meetup so far?

We're Stewards, Not Owners
User experience and Open Source

▶ **Introduce problem space & hypothetical project**

▶ **Flowstorming**

- **Roadblocks**
  /Break/
- **Opportunities**

Conway's Law (Paraphrased)

The software design will mirror the structure of the organization that built it.

woo

Q Search

⬆ Export   + Add

Hey **Caroline,**

Track, manage and forecast your sales and orders.

Choose date range ⌄   11/01/22   To   02/07/23   **Filter**

🏠 Home

📁 Orders

📊 **Reporting**

📈 Payments
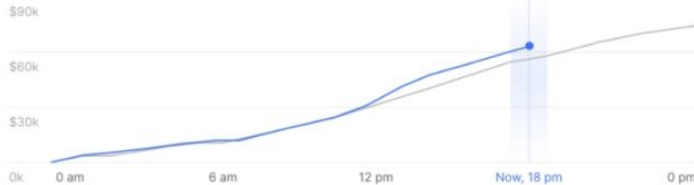
🏷 Products

🚩 Customers

💡 Grow

⚙ Extensions

⚙ Settings

📞 Help

Ⓦ WordPress

Total Sales
$64,718.50 12.56% ↑ $79,157.50

● Today   ● Yesterday

$90k

$60k

$30k

0k   0 am   6 am   12 pm   Now, 18 pm   0 pm

USD Balance
$72,168.75 8.12% ↓
Available to Payout

Payouts
$43,360.25 14.50% ↑
Expected today

Orders by Channel
3,280 2.84% ↑

● Google ● TikTok ● Instagram

Top Products

Kobe A.D.   2.3M ▲

Kobe Bryant's quest to push the limits
didn't stop when he retired from ...

Campaign Source **MailPoet**

● Opens   ● Clicks

Jan   12K
                            9K

Top Payment Methods

Ⓦ Woo Payments   **$47,332**
                     37.5%

K. Klarna   **$29,122**
                     22.9%

Home

Orders

Reporting

Payments
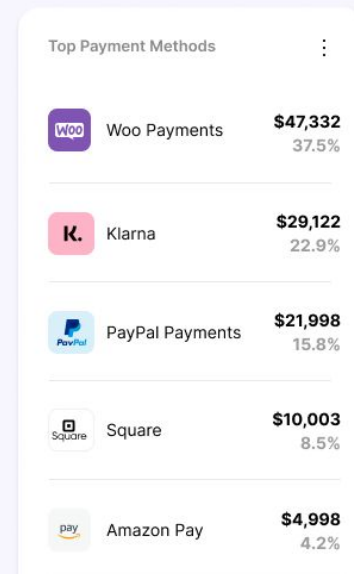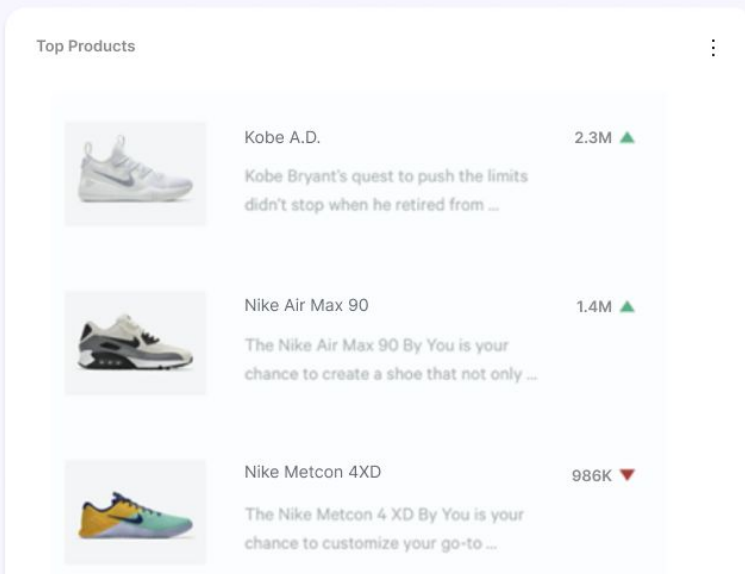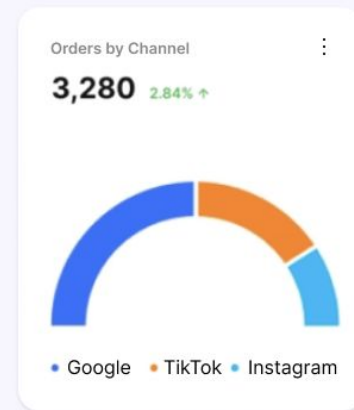
Products

Customers

Grow

Extensions

Settings

Help

WordPress

Caroline Samponaro
csamps@gmail.com

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Top Products

Kobe A.D.   2.3M ▲

Kobe Bryant's quest to push the limits
didn't stop when he retired from …

Nike Air Max 90   1.4M ▲

The Nike Air Max 90 By You is your
chance to create a shoe that not only …

Nike Metcon 4XD   986K ▼

The Nike Metcon 4 XD By You is your
chance to customize your go-to …

Campaign Source MailPoet

- Opens - Clicks

Jan   12K
       9K

Dec   8K
       6K

Nov   12.5K
       5.9K

Oct   11K
       8K

Top Payment Methods

	Woo Payments	$47,332
		37.5%
	Klarna	$29,122
		22.9%
	PayPal Payments	$21,998
		15.8%
	Square	$10,003
		8.5%
	Amazon Pay	$4,998
		4.2%

Flowstorming

Beginning (Before Start)

Identifying problems, generating ideas, user research , design explorations, determining success metrics, staffing, and dependencies

Start

Writing master thread, kickoff call, technical research, usability testing, design iteration, go-to-market plan, Break down into milestones, Create plan (high level), Estimate, Coordinate with stakeholders

Mid-project

Code review, testing, add tracking, launch planning, communication, coordinate with stakeholders

Ship it

Announcement post, Publish documentation, testing, bug fixes, maintenance

"End"

Retro, Review metrics + success, Celebrate 🎉, Review feedback, Iterate and plan next phase

Roadblocks

| Not identifying dependencies | Designers working in a vacuum | Assumptions made due to lack of collaboration between design/eng/product | Lack of standardization Of components | Not planning for backwards compatibility | Not socializing the new feature with the community | Not leaving time for reviewing success metrics and iteration | Lack of adoption |

Opportunities

| Creation a "guild" | Success metrics based on 3PD adoption | Team kickoff call to align on dependencies /risks | Building in APIs so other teams can take advantage of the work | Standardize components or use existing design system | Creation of a compelling narrative for 3PD adoption | Review success metrics for adoption, build in time for changes if needed | Create an open feedback loop and support path for extension developers |

Design for the user experience, not for the org chart.